

9-14 Meyercord

Marlboro 25's
Weekly Meeting Agenda, 9/1/98

Meeting Objective:

Develop framework to offer Marlboro Box 25s as single pack promotions ("25 for the price of 20") in 1999. Specifically:

- Promote 100MM units (4MM deals) in NRM Metro accounts in June or August, '99
- Promote 2BB units (80MM deals) in all workload accounts in October, '99

The following agenda outlines key issues to be discussed at the next meeting as well as key contact. For those listed, please be prepared to provide an update for the group. Thank you.

Key Issues:

1) Tax Stamping Status

Key Contact:

Susan Gorney

- Gain Legal feedback on Meyercord questions and provide update at team meeting
- Set up Meyercord meeting with appropriate persons in NYO (9/14?)

2) Sales/Financial Execution

Sabrina Haynes
Theresa LaSalle/Shannon Tjaden

- Present comprehensive sales executional plan to Legal and provide feedback at team meeting

3) UPC codes

Entire team

- Discuss necessity of developing new pack UPC codes for 25s product. Can we use current 20s pack codes?

4) Next Steps

- Gather necessary background information on Tax stamping/states to foster Meyercord meeting
- Develop timeline for resolution of tax stamping issues
- Examine timing/feasibility for June Metro roll-out
- Confirmation of Brand's financial responsibility, i.e. who funds installation/factory/labor charges for the production lines?

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